August 18, 2025
Ref: DSL/2025-26/NSE

To,
**The Manager,**
**National Stock Exchange of India Ltd.**
Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051

**NSE Symbol: DIGIKORE**
**ISIN: INE0QJ901011**

**Subject: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015**

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended and in terms of other applicable laws, if any, please find attached press release dated August 18, 2025.

Please take the above intimation on record and arrange to bring it to the notice of all concerned.

Thanking You.

**Yours faithfully,**
**For Digikore Studios Limited**

Heny Pahuja
Digitally signed by Heny Pahuja
Date: 2025.08.18 10:13:16 +05'30'

**Heny Pahuja**
**Company Secretary & Compliance Officer**

# Digikore Studios' Branded Content Power Play: Kaise Banta Hai Approaches ₹100 Crore Valuation; 30-Episode Season 2 Arrives November 2025

**Mumbai, August 18th, 2025: Digikore Studios Limited (NSE: DIGIKORE),** is pleased to announce that its flagship branded content IP, Kaise Banta Hai, now carries **an indicative valuation nearing ₹100 crore** based on revised projections and market-based benchmarks for format-ready, advertiser-led factual entertainment. This milestone reflects the IP's growing audience equity, sponsor pull, and multi-platform distribution potential—key drivers of premium valuations in today's content market.

## Where to Watch

**Season 1 of Kaise Banta Hai is streaming on JioHotstar,** expanding the show's reach across India's largest digital audiences. **Season 2—comprising 30 new episodes—will begin streaming in November 2025**, with a slate engineered for deeper brand integrations, broader category coverage, and enhanced international syndication potential.

## Why Branded Content IPs Matter

Branded content IPs behave like **scalable assets**—they compound value with every season and geography. Kaise Banta Hai is designed for **multiple monetization levers:**

- In-content brand integrations & long-form sponsorships
- OTT/CTV and broadcast licensing
- International syndication (including in-flight)
- AVOD/shorts and social extensions
- Format sales, remakes, and language dubs
  This diversified revenue stack creates resilience, improves yield per episode over time, and supports higher enterprise valuations.

## Building the IP Portfolio

Beyond Kaise Banta Hai, Digikore is building a **branded content slate** that includes **Heroes** (impact-led storytelling) and **Medical Gurus** (health & knowledge). Each title is developed for **repeatability and exportability**—simple, modular narratives that localize well, unlock format sales, and attract premium sponsors across categories. The portfolio approach widens total addressable market while spreading risk across genres and release calendars.

## Strategic Diversification & Hedge

For Digikore, branded content is **not a replacement** for its core VFX business—it is a **strategic diversification and hedge** that can add **substantial incremental revenues** and margin accretion over the short, medium, and long term. As content pipelines normalize post-industry strikes, branded IPs offer **cash-flow visibility, advertiser co-funding, and cross-platform longevity**, complementing the company's strengths in scalable production, security, and delivery.

## Investor Outlook

The near-₹100 crore indicative valuation of Kaise Banta Hai, combined with a growing IP slate, positions Digikore to unlock **portfolio-level value** creation through recurring seasons, regional dubs, and format exports. Management expects branded content to become a **meaningful, high-quality revenue stream** alongside VFX, with the potential for **step-ups in enterprise value** as viewership and sponsor density compound.

**Mr. Abhishek More, Managing Director of Digikore Studios Limited, Shared,** Digikore Studios Limited is a 25-year, NSE-listed media-tech company with world-class VFX capabilities, branded content IPs, virtual production assets, and AI-enabled workflows. The company partners with leading global studios and platforms, delivering quality at scale with disciplined execution.”

## About Digikore Studios Limited:

Digikore Studios stands out as a top-tier, tech-driven visual effects studio while also expanding into innovative B2C AI e-commerce platforms. Known for its comprehensive range of VFX services managed by experienced production professionals, Digikore leverages cutting-edge technology and proprietary tools to deliver exceptional results, solidifying its reputation as a preferred choice for major studios worldwide. Beyond its contributions to iconic movies and shows like Thor: Love and Thunder, Black Panther: Wakanda Forever, Deadpool, Star Trek, Jumanji, Stranger Things, Game of Thrones, Titanic 3D, and Ghost Rider: Spirit of Vengeance, Digikore now pioneers AI-driven e-commerce solutions that cater directly to consumers, combining creativity and technology to enhance user experiences.

With a growing client list that includes major studios such as Disney, Marvel, Netflix, Amazon, Apple, Warner Brothers, Sony, Paramount, and Lionsgate, Digikore’s diversification into B2C AI platforms marks a strategic evolution. The company's dedicated team continues to make the impossible possible, delivering secure, flexible, and cost-effective solutions for studios, independent creators, and now a broader consumer audience. Whether working on spectacular cinematic scenes, intricate visual details, or cutting-edge AI e-commerce experiences, Digikore's commitment to excellence remains unwavering.

## Disclaimer:

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

## For Further Information Please Contact Corporate Communication Advisor:

| | |
|---|---|
| Kirin Advisors | **Kirin Advisors Private Limited**<br>Sunil Mudgal – Director<br>sunil@kirinadvisors.com<br>+91 98692 75849<br>www.kirinadvisors.com |